

# Arkansas Health Information Technology Executive Committee Meeting



**DR. JOSEPH THOMPSON**  
**SURGEON GENERAL, STATE OF ARKANSAS**  
**FEBRUARY 05, 2010**  
**ARKANSAS CENTER FOR HEALTH**  
**IMPROVEMENT**  
**EXECUTIVE CONFERENCE ROOM**  
**11:00 AM TO 12:30 PM**

# Open Motion on Table



- At the January 22, 2010 Executive Committee meeting the following motion was made by Dr. Golden in regard to participation by potential vendors as voting members of the HIE planning process:

*“For calendar year 2010, we operate on a recusal basis.”*

- The motion was seconded by Jerry Bradshaw.
- Following discussion by the Executive Committee, the motion was tabled to provide additional time for staff research and discussions with other state agencies and officials.

# Staff Report



- The motion demonstrated the need for modified or alternative recommendation.
- The motion on the table has merit, but without affirmative disclosure requirement it is open to individual interpretation as to need to recuse.
- Vote on previous motion, which cannot be amended.
- Assuming vote is negative, a new motion is required to establish an ethical standard.

# Action Needed on Open Motion



- At the January 22, 2010 Executive Committee meeting the following motion was made by Dr. Golden in regard to participation by potential vendors as voting members of the HIE planning process:

*“For calendar year 2010, we operate on a recusal basis.”*

# Vote on Motion on Table



# Staff Recommendation

6

- Executive Committee and voting Workgroup Members disclose potential conflicts with expectation of recusal
- Disclosure form required / Recusal through process

# HIE Workgroup Members



## • Governance

- ❖ Bill Golden -- DHS
- ❖ Carol Shockley--DHS Office of Long Term Care
- ❖ Charles Pigg--AR Hospital CIO Coalition
- ❖ Darlene Byrd--AR Nurses Association
- ❖ David Wroten--AMS
- ❖ George Platt--EBD
- ❖ Herschel Cleveland--DIS
- ❖ Kari Cassel--UAMS-Rhonda Jorden will fill in for Kari
- ❖ **Keith Vire (Co-Chair)--AR Support Network**
- ❖ Lindsey Clark (Staff)--ACHI
- ❖ Nancy Elphingstone--HomeCare Association of Arkansas
- ❖ Nick Paslidis--AFMC
- ❖ **Paul Halverson (Co-chair)--ADH**
- ❖ Phil Matthews--AR Hospitals Association-Paul Cunningham is his proxy
- ❖ Sandra Brown--Retired nurse
- ❖ Sip Mouden--CHC
- ❖ Stephen Copley--AR Interfaith Alliance

## • Finance

- ❖ Bruce Thomasson--Office of Information Technology
- ❖ Bryan Meldrum--NovaSys
- ❖ Billie-Jean Davenport--AMS
- ❖ Hannah Vogler (Staff)--ACHI
- ❖ Herschel Cleveland--DIS
- ❖ Jake Bleed--DF&A
- ❖ **Jason Lee (Co-Chair)--EBD**
- ❖ Joan Diehl--CHC
- ❖ Kyleen Hawkins--DHS--Div. of Medical Services
- ❖ Mary Leath--ADH
- ❖ Nick Paslidis--AFMC
- ❖ **Randy Zook (Co-Chair)--AR State Chamber of Commerce**
- ❖ Ray Scott (Staff)--ACHI

# HIE Workgroup Members



## • Technical Infrastructure

- ❖ Andy Jenkins--JPMC
- ❖ Becky Magee--WRMS
- ❖ Bill Rodgers--Office of Rural Health and Primary Care
- ❖ Blake Perry--AR Science and Technology Authority
- ❖ Brett Tracy--CHC
- ❖ David House--Baptist Health
- ❖ **David L. Matthews (Co-Chair)**
- ❖ David Nelsen--UAMS
- ❖ Dewey Freeman (Staff)--ACHI
- ❖ Dick Wyatt--DHS
- ❖ Gary Wheeler--AFMC
- ❖ Jerry Bradshaw--AR Blue Cross and Blue Shield
- ❖ **John Ahlen (Co-Chair)--AR Science and Technology Authority**
- ❖ John Herzog--HP
- ❖ Kari Cassel--UAMS-Rhonda Jorden will fill in for Kari
- ❖ Paige Harrington--EBD
- ❖ Scott Shellabarger--NovaSys
- ❖ Tina Benton--UAMS
- ❖ Todd Stewart--Arkansas Chapter, American College of Physicians
- ❖ Tom Harbuck--JPMC
- ❖ William Hogan--UAMS

## • Business and Technical Operations

- ❖ David Nelsen--UAMS
- ❖ Debbie Hopkins--DHS, Division of Medical Services
- ❖ Elizabeth Burak--AACF
- ❖ Elizabeth Pierce--UALR
- ❖ Gary Wheeler--AFMC
- ❖ George Platt--EBD
- ❖ Jerry Pack--ADH
- ❖ Jonathan Fuchs--AFMC
- ❖ Kim Allen--AR Blue Cross and Blue Shield
- ❖ **Kym Patterson (Interim Co-Chair)--DIS**
- ❖ Larmon VanWinkle--MEMS
- ❖ Michelle Stockman--AR Capital Corp. Group
- ❖ Nancy Archer--Qsource
- ❖ Nena Sanchez--Buccaneer Data Services
- ❖ Sandi Ganus--CHCA, Inc.
- ❖ Scott Pace--AR Pharmacy Association
- ❖ Shirley Tyson (Staff)--ACHI
- ❖ Tom Harbuck--JPMC



# HIE Workgroup Members



- **Legal and Policy**

- ❖ Hannah Vogler (Staff)--ACHI
- ❖ Jeff Woods
- ❖ Joan Diehl--CHC
- ❖ Lia Lent--Community Bakery
- ❖ Mary Leath--ADH
- ❖ Melinda Wilkins--AHIMA
- ❖ Michael Manley--UAMS
- ❖ Mollie McCammon--NARMC
- ❖ Nancy Archer--Qsource
- ❖ Sandra Brown--Retired Nurse
- ❖ Sip Mouden--CHC
- ❖ Stephen Copley--AR Interfaith Alliance
- ❖ Susan Duell-Mitchell--AR Support Network
- ❖ Tom Chilton--EDC- Entrepreneurship and Innovation
- ❖ Vera Chenault--INST Institutional Compliance

# HIE System Name Rationale & Survey Results



**SURVEY CONDUCTED 1/15-1/21/2010**  
**45 TOTAL TASK FORCE RESPONSES**

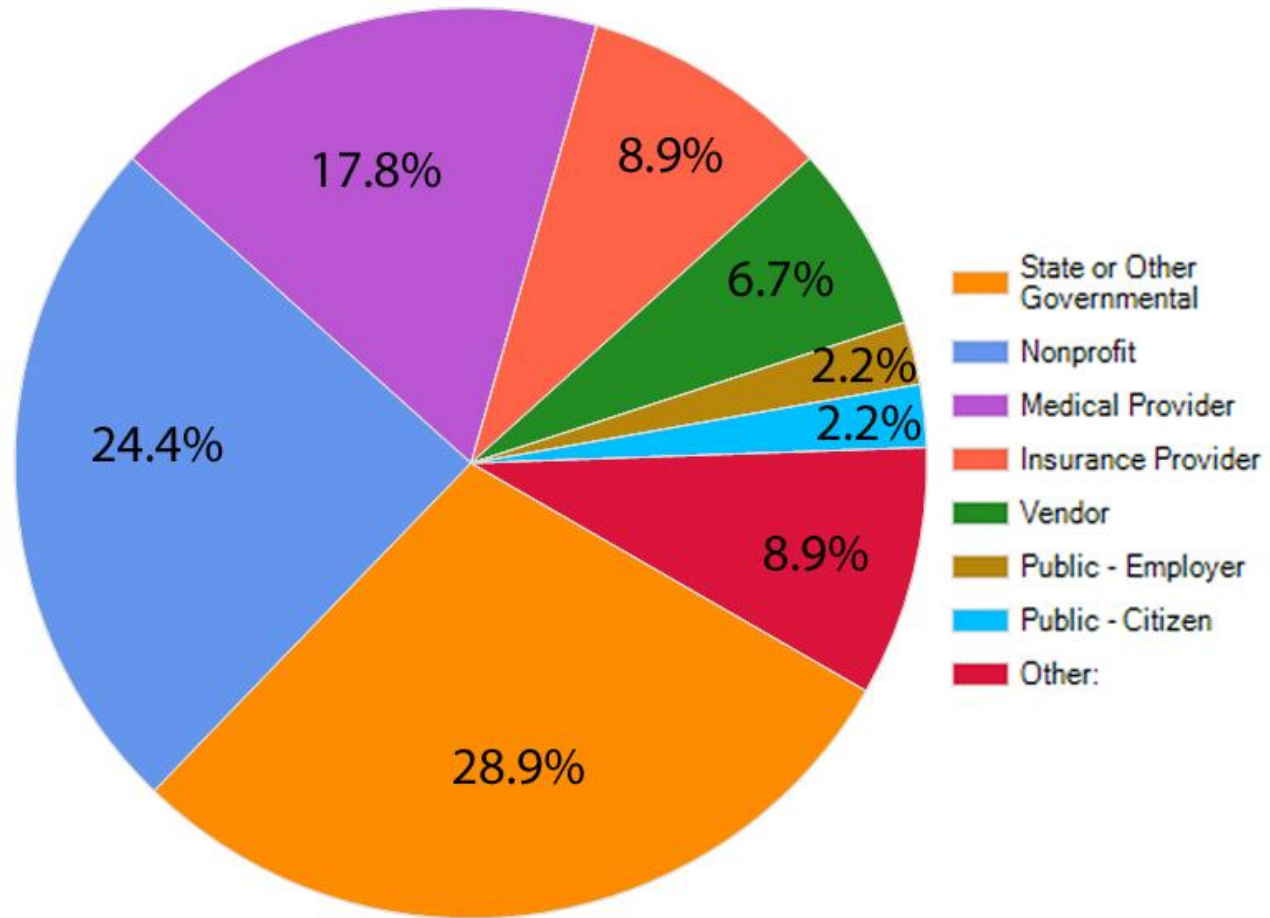
# Naming Strategy/Rationale



- The images/ideas that the acronym and full name are likely to bring to mind (positive/negative, relation to HIE)
- Ability to “brand” using a campaign that has broad appeal
- Ability to “brand” using multiple communication styles (conventional and more imaginative)
- How does this name fit into the national picture? What are other states naming their systems? Are we likely to have to standardize name as part of a future national collaboration?
- Is the name appropriate for just the HIE system, or could it also be used to name the HIT/HIE office when it is identified?

# Task Force Participation

45 total responses



# General Survey Comments

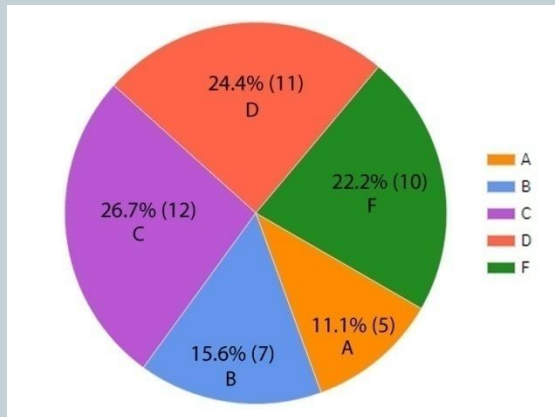


- The name does not have to be an acronym.
- Please don't put too much emphasis on the need for having the acronym spell a word. Making it easily recognizable should be the most important factor.
- I believe it is important that the name makes it clear that this is for the state of Arkansas to avoid future misunderstandings as there are more exchanges on a national level.
- I believe the name should communicate with the guy on the street. My biggest concern is that the public will see this as 'health care reform'. We need to get out in front and define this issue clearly, simply and quickly.
- Simple, not cute please.
- Suggestions: ARK e-Health, Cy-Share (cyber share), INOVA  
Information Network of Vital Arkansas Statistics

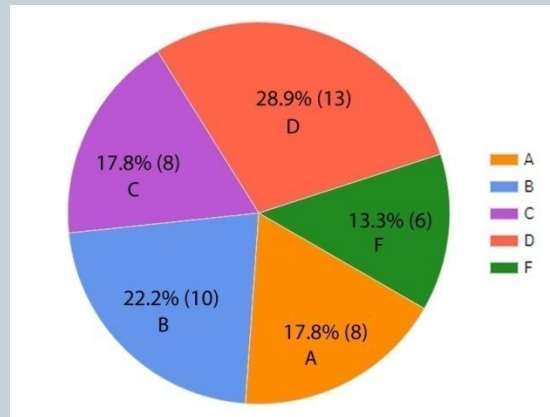
# Review of Individual Grades



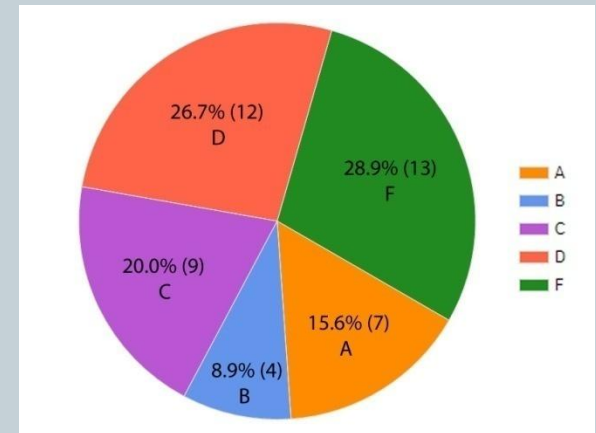
ARCHIE



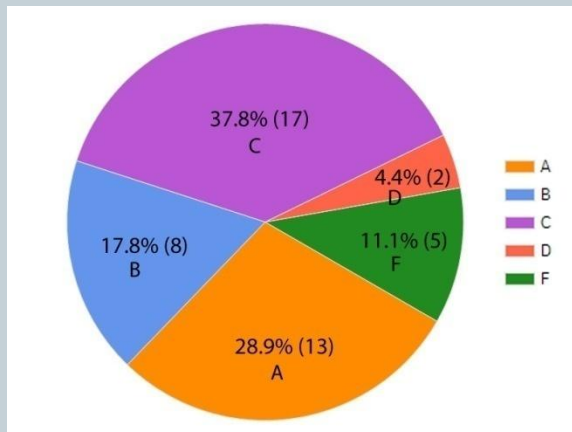
HERO



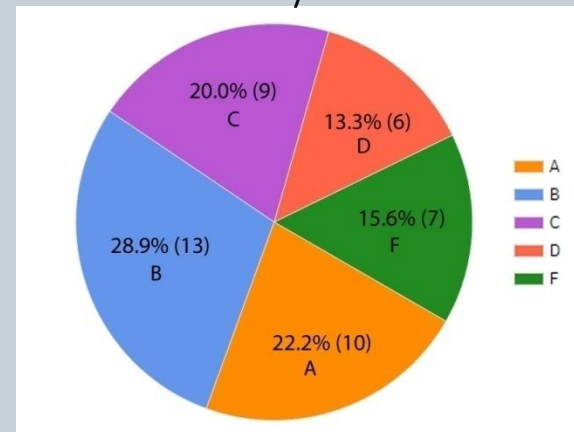
ArHIN



SHARE



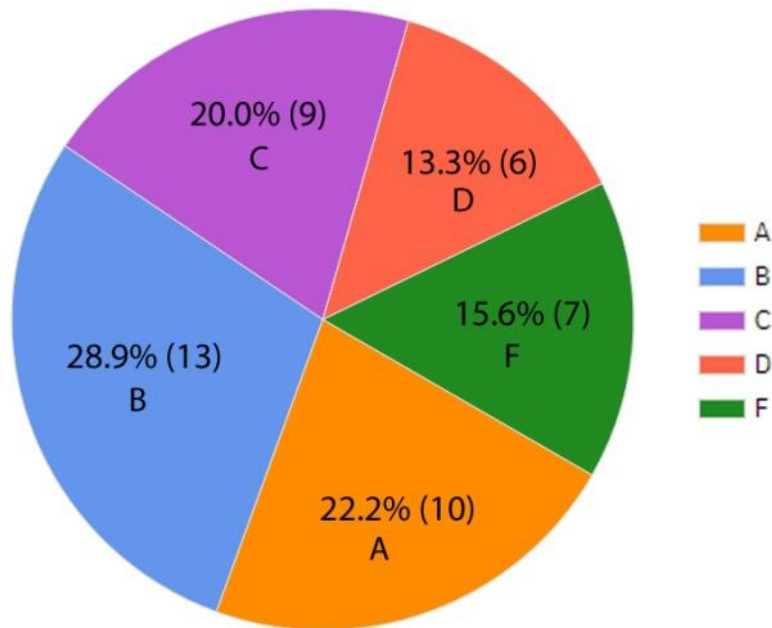
AR eHealth / eHealth AR



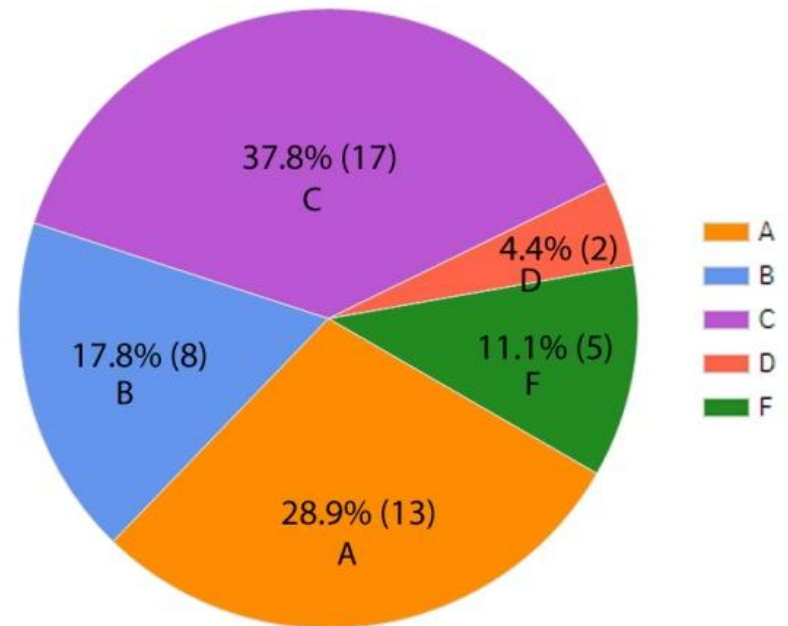
# The Two Contenders



## AR eHealth / eHealth AR

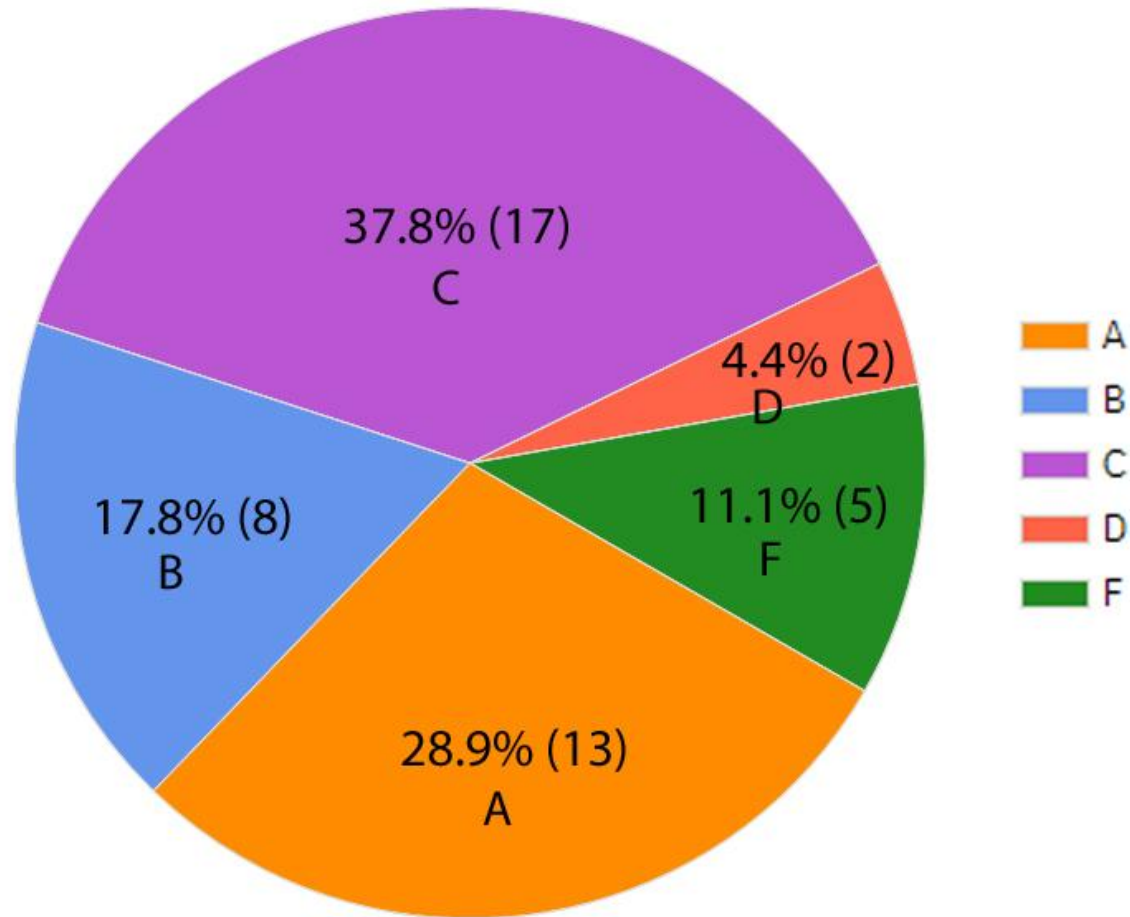


## SHARE



# SHARE

## State Health Alliance for Records Exchange





# SHARE Comments



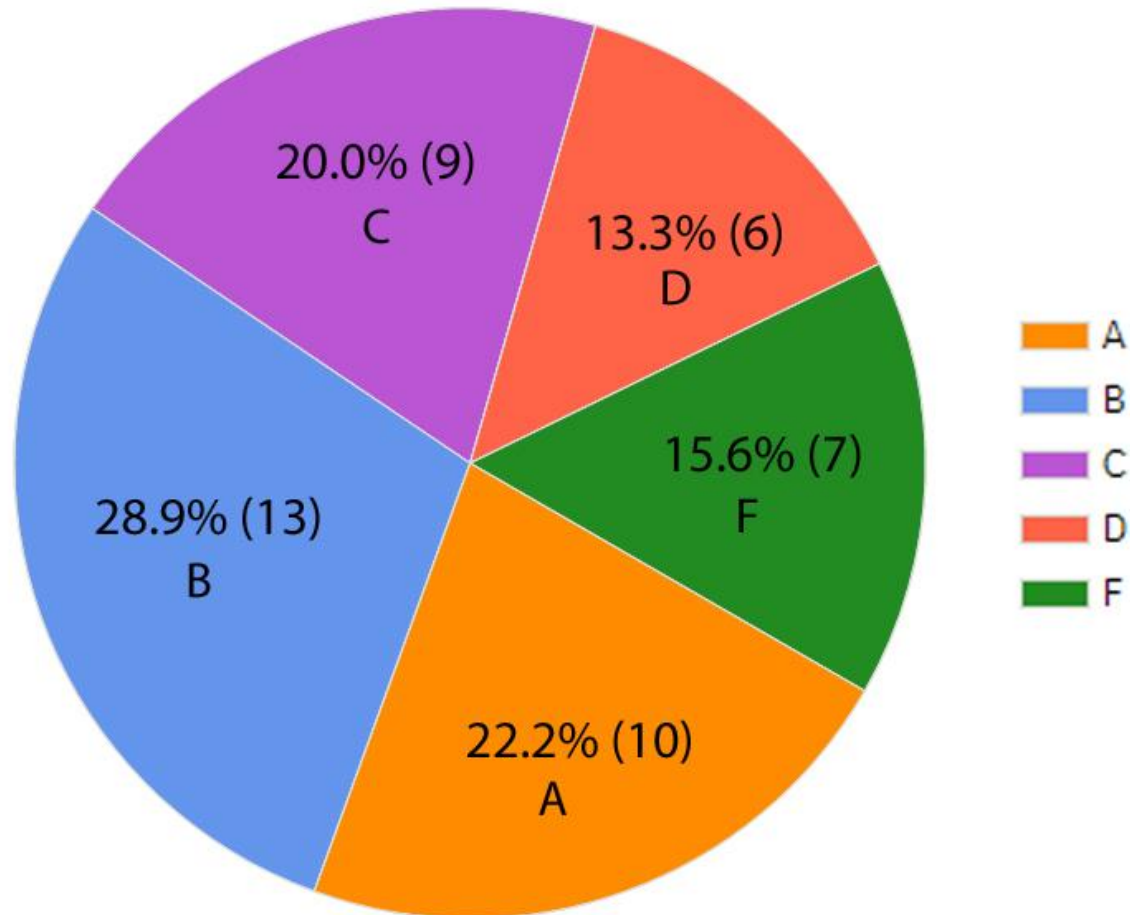
- Good, but doesn't mention "Arkansas", and not as good as "Arkansas Health Records Online"
- Like the connotation that the records are available
- I like this one as it better defines what this is about
- I think this will indicate fear that information is being shared without regard to security
- Potential confusion with other State programs
- Strong imagery that explains exactly what an HIE does
- I may not want to share my personal health info
- My biggest concern is that the public will fear 'sharing their personal health records' or align us with health care reform
- Would rather see ArSHARE if this is chosen to indicate the state

# SHARE Comments cont'd



- Fairly common but more aptly fits the meaning of what is trying to be accomplished
- Name is very descriptive
- I don't think that the word 'exchange' means much to the public... However SHARE would be easy to remember. The issue I think we have not clearly defined is who is the "targeted audience". If bureaucrats and providers, SHARE is meaningful and symbolic, and most understand its meaning. The public will not remember what it stands for but will probably remember SHARE.
- Need to have Arkansas in there somewhere – maybe Arkansas SHARE, will also help avoid confusion later with other states
- Acronym doesn't convey content

# Arkansas eHealth / eHealth Arkansas



# eHealth AR / AR eHealth Comments



- Like AReHealth, but "Long Term Health" sounds like a Long Term Care system
- Easiest to comprehend
- Modern name in keeping with the times
- No real description to what the system will be doing
- Arkansas eHealth is better
- Sounds very formal
- Too wordy and too many conflicts
- Sounds too commercial/ might be associated with a slick sales pitch

# eHealth AR / AR eHealth Comments



- This idea would fit on a billboard or a 15 second radio spot - 'electronic health records, you can opt in or you can opt out' - end of story;
- eHealth Arkansas
- More sophisticated and represents more of what is trying to be accomplished. I like Ark-e-health better i.e. “Arky Health” a play on words
- Arkansas eHealth would be very recognizable
- eHealth sounds generic when we are talking about something specific

# Final HIE Name Task Force Vote





**SHARE or eHealth?  
NOW IT'S UP TO YOU!**



# HIE Workgroup Updates: Business and Technical Operations, Finance and Technical Infrastructure